http://theunlesspress.tumblr.com/ August 16, 2012

The Unless Press

Serving Greenville, Solla Sollew, and surrounding areas.

Issue 1, August 16

Upcoming Events

8/25/12	Once-ling meet-up in Southern California. 12:00 PM. See dai-chan0713.
8/17/12	"The Whozits" band, appearing in Greenville Square. 1:00 PM. BYOB.
8/21/12	Thneed demonstration. Greenville Square. 2:30 PM. Tomatoes to be served.
8/24/12	I-Scream Parlor grand opening. Come early for free ice cream! 12:00 PM.

"Lorax" Owns Sales

August 7, 2012 was a notable day for fans of *The Lorax* and, more specifically, the Once-ler. The computer-animated feature film, created by Illumination Entertainment and directed by Chris Renaud, was released on DVD and Blu-ray formats on August 7, 2012. Fans all over the U.S. had been waiting eagerly for its distribution. Many arrived early at video stores to be the first to pick up their very own copy of the film, some of them even role-playing as various characters from the production on the day of purchase. It will be a day long remembered for "Lorax" fans.

According to The Hollywood Reporter, *The Lorax* has done miraculously well in regards to DVD sales, flat out dominating home sales charts. To quote the article: "The Lorax scored one of the most lopsided victories in recent memory, selling more than twice as many copies as all other Top 20 releases combined, according to Nielsen data." Compare this to its favorable opening box office gross of $70+ million, as well as its worldwide gross of $335,441,158, and *The Lorax* has done remarkably well.

Did You Know?

Greenville was founded in 1918 by Percival Pike, which is where the name of the famed Greenville supercenter, Pike's Place, originated.

Around the Boards

News may be slower since the release of *The Lorax* on DVD and Blu-ray, not to mention the start of the school year for some, but the fandom is still very much alive and well, and daily updates are no scarcity within this thriving community.

From ask blog statuses to recently uploaded artwork, The Unless Press is always on top of the happenings in the Once-ler fandom. Today's highlights include the recent, mysterious change of an ask blog, the birth of a proposed event that may become a reality, and a feature on famed fandom artist Adori.

Birth of Once-ler Con

A proposed idea for a Once-ler version of a "Con" event may soon become a reality, should enough support be gained and the necessary funds raised. An official blog for the gathering has been created, with a fair amount of team members already collected in an effort to see this dream through to fruition. A location for the Con is to be determined, although there is talk of it being held closer to the east coast of the U.S. so as to make it easier for overseas fans to attend the gathering, if possible. Various activities to be held may include ask blog panels, a costume/cosplay show, marshmallow fights, and much, much more. The moderator is still looking for a VP, Promotions Manager, and Liaison to assist in the construction of this event. If you are interested, please inquire within at their blog page:

http://oncelercon.tumblr.com/

Captivating Compositions

Fan member Adori (a sample of who's artwork is featured to the right) is one of the most well known artists in the fandom. His playful use of light and color is altogether appealing and intriguing. From Ted surfing the air on his unicycle... to Norma artwork... to Swoncest, Adori's work has covered several branches of the fandom, once in a while collaborating with others and dabbling in animation now and again. One of his pieces even has an ask blog dedicated to the very idea of it, which can be located here:

http://rockstaronceler.tumblr.com/

Outlawed?

Some viewers may be silently questioning what exactly has

The Once-ler rocks out in Adori's stunning composition, dazzling fans and artists alike.

happened... (cont. on pg 4)

~ From Outlaws to Memes ~

... in regards to Cowboy Once-ler, who's status has changed from a simple cowboy... to an outlaw on the run. No explanation has been given by Cowboy directly in regards to the mysterious change, although the reasoning behind it may have something to do with an RP between him, fan member blithebereavement, Blind-ler, Pookie, and Theodore Wiggins, in which Blithe and Pookie were captured and held hostage by some unknown persons... who go only by the names of consonants and vowels. A member of this mysterious "letter group" was shot at by Cowboy, and this member (or another) may have gotten killed by said ask blog in the process. This may be a possible explanation for Cowboy's sudden change in blog status.

Know Your Once-ler

The Once-ler fandom is not only known on Tumblr, but also in other locations, including Facebook, YouTube, and now... the "Know Your Meme" site. Everything from our fandom's origin, to artwork, to the Ed Helm's reaction video is on display on their Once-ler page. •